THE BLAIRMORE ENTERPRI

CLOCKS !!!

DERNISTIC ALARM CLOCKE tifful in design. Many pleas-solor schemes. All fully guar-ed. These models will blend the newer trend of kitchen schemes,

CHILTON ALARM CLOCK, automatic switch, quality and accuracy combined, at \$4.25

SPINNING WHEEL MODEL, in nickel and black or green, quaint pictorial face, each \$3.95 BEDROOM MODEL, Vendome 30-hour alarm, modernistic green and gold case, each \$4.25

WESTCLOX BIG BEN, chime alarm, first it whispers, then it shouts, val- \$3.95 to \$5.25 dine Watches \$1.50, \$2.50

HOME BUILDERS'
HARDWARE CO.
R. N. Bernhill, Manager
BLAIRMORE ALBERTA

LETHBRIDGE SALVATION ARMY

This coming Sunday, at 2.30 p.m., the Lethbridge Salvation Army band, under the direction of Captain Arthur Smith, will be playing for the

Captain Hewitt, of Coleman, who is the relatives and friends for

the band to play for the sick.

A public evening service will be conducted in the Salvation Army hall at Coleman at 7.30, to which all

Mr. and Mrs. Edgar Rhys, after a Mr. and arre rogar may.

seek's visit with relatives and friends
in Hillerest, returned to Calgary on

Monday, and left the following day

Crow Nest Lake payilion has been
for England, where Mr. Rhys has accepted a position with a firm of music publishers.

Carl Hansen, Manager

BLAIRMORE FISH AND GAME

The first plenic outing and fishing competition of the above club will be held on Sunday next at the North Fork, with headquarters on the north side of the river near Bob Creek.

The party will leave Blairmore around 6 a.m., and competitors will be released at 9 a.m., with orders to report at headquarters—at 4 p.m. when judging.

must provide themselves with re-freshments. Provision will likely be made to serve hot coffee or tea on the picnic grounds.

ose intending taking in the trip Those intending taking in the rate of the state of the st more Hardware store prior to 4 p.m. Saturday, so that adequate transportation can be arranged.

It is planned to return to Blair-nore about 8 or 9 o'clock.

POSTAL INSPECTOR RETIRES

thur Smith, will be playing for the people of Blairmore.

The band will comprise about twenThe band will comprise about twenThe band will comprise about twenD. R. Stewart, retired on Saturday ty-five members, and it will be the first time this band has visited The Pass. Catching his first glimpse of Cal-gary from a mail-baggage car 47 years ago, Mr. Stewart has led a colorful life. He missed death in the e of the arrangements, while of the detection of the desired for Frank Slide in the spring of 1903, e relatives and friends for because his train was an hour late. He saw Fernie burn just thirty years

> A case of poliomyelitis has deve oped near Lundbreck, the victim being Leah Blais, four-year-old daughter of Mr. and Mrs. A. Blais.

Buy a Meal Ticket

Following sittings at Calgary and aports, held on Wednesday, July 27th, at all bituminous coal fields in Alberta and southeastern British Colie, the arbitration board, considering, the dispute between members of Ernly establish this annual event in
District 18, United Mine Workers of
America, and the Western Canada
Bituminous Coal Onelie.

working -conditions.

No further sittings will be held until advice is received from Ottawa, it was learned, though it is not unlike-ly that the board will continue its investigation.

MAP ISSUED OF CRAN-BROOK, B.C., AREA

A mile-to-the-inch geological and opographical map of the Cranbrook area, British Columbia, to accompany a report (Memoir 207) on the area issued last year, has been published by the Geological Survey Division, Department of Mines and Resources, Otaawa.

Located in the southeast corner of Located in the southeast corner of the province, and fifty miles north of the International Boundary, the 430-square mile area lies mostly west of Kootanay River in the cast flank of the Purcell range between the towns of Cranbrook and Kimberley. About one and one-half miles north-seed of the latter centre, and in-lied weet'ef the latter centre, and included in the map area, is Consolidated Mining and Smelting Company's Sultivan Mine, world's chief source of sine and a leading source of lead and silver. Since 1920 to date this mine has produced well in excess of 2,000,000 tons of lead, 1,360,000 tons of zinc, and 100,000,000 fine ounces of silver, its highest recorded output of lead and zinc being in 1937, when a total of 342,00 tons of the two metals

Although all but a small percent age of the mineral production from the area has come from the Sullivan Mine, the mineral deposits of the district, according to the memoir, are liferous deposits, placer and lode gold deposits, and non-metallic min-

scriptive accounts of the general structural and economic geology, and of the principle mineral occurrences, along with general suggestions for

rospecting.

Copies of the memoir, and of the map, may be obtained from the Dictor, Mines and Geology Branch, epartment of Mines and Resources,

The town council are considering a

Mrs. A. E. Ferguson, accompanied y her sons Sandy and Jack, this ek enjoyed a motor trip as far as Great Falls, Montana.

mmissioner. W. F. W. Hancock R.C.M.P., was a visitor to the local letachment on Wednesday, returning Lethbridge that evening

Columbus Club Cardinals' si mer dance in the Columbus hall to-night, with Jerry Slopak's orchestra, promises a big attendance.

What an ideal time for our pre-tier to slam the press! All the ed-

The party will leave Blairmore ing the dispute between members of public favor. Own of a mm, and compections will District 18, United Mine Workers of Weather conditions this year were or ereleased at 9 a.m., with orders to America, and the Western Canada port at headquarters at 4 p.m., Bituminous Coal Operators' Associate then judging is to take place and prize distributed.

The outing is to be confined to it was learned yesterday, the property of the dust nuisance considerably and attend without violating their contains the property of the dust nuisance considerably and attend without violating their contains the property of the dust nuisance considerably and attend without violating their contains the property of the dust nuisance considerably and attend without violating their contains the property of the dust nuisance considerably and attend without violating their contains the dust nuisance considerably and attend without violating their contains the dust nuisance considerably and attend without violating their contains the dust nuisance considerably and attend without violating their contains the dust nuisance considerably and the dust nuisance considerably and attend without violating their contains the dust nuisance considerably and attend without violating their contains the dust nuisance considerably and the dust n

It was learned possible to the four two streets of the part of the camping two nights nearby. This is their favorite stampede. The grassy bank opposite the arena, and the benchland above, where spectators can sit in their cars or on the grass slope provide a natural grandstand.

Pipe Major James Moore gave a skirl of the pipes at intervals, de-lighting the hearts of not only the lighting the hearts of not only the lighting the hearts of not only the scotch, but a good many English and of the building, and they, in harmon, lirish, too. A yodeller, with banjo, with the counter, are also Australian.

Calsary, yodelled in between the gum, wood with a lacquer finish the transfer accommodation for the transfer. skirls. Two cowboy clowns anticked in the rodeo arena.

There were lots of people to root for Thompson's Cardinals, who were in the softball tournament, and a huge crowd stayed for the open-air dance at night. It is an ideal location, in a riverside grove, with hard-wood floor.

wood floor.

The following Blairmore business
men donated splendid prizes for the
races: S. Trono, jeweler; Blairmore
Hardware Co., Charles Sartoris, John
Rable, Thomoson's, Jim Smith, and
others.

Officials: Pere LeGrandeur. director; Wal Eddy, preside McDowell, secretary.

McDowell, secretary.

Winners were as follows, in order, first, second and third, respectively:

Horse bucking with saddle — Mike Yagos, Clark Lund, Lund-Yagos. Horse bucking, bareback Charle

Yagos, Thoral Betts.
Steer riding—Jim Robinson, Dick

Jackman, George Hassett.

Calf roping—Roy Baird, Jim Wells.

Wild cow milking—Dick Blackmore, V. Victor.

Best bucking horse—"Rocky Moun-nin," owned by Buster Truitt. Best cowboy and cowgirl couple Faminow and Nettie Biron.

Mile open horse race-M. G. San ord, Ge orge Lane. Five-eighths-mile open-M. Coh-

. Cohen. Half-mile Indian-J. Goodrider, J.

Mile Indian-H. Firstrider, J. Bas

dy, Mickey Gilmour Schoolgirls' pony race - Beatric

Stake race-Roy Miller, Ken Has-

Democrat race-Phil Bigwon, Jack

Best all-round saddle horse - J.

w, J. B. Miller. s 100-yard foot ra Douglas Slater, Lawrence

Boys 15 or under—Alex. Patter on, Austin Urbach, George Staun

Boys 9 or under—Jack Crowshoe Frank Mitchell, Nelson Small Legs. Women, 75 yards—Anita Fournier Girls 15 or under-Norma Chiesa

osie Vejtula, Annie Levesque. Girls 12 or under-Rosie Vejtula,

Shirley Thomas, Vivian Slater.
Highland Fling—Mary McDon Sadie McDougall.

GREYHOUND BUS LINES OPEN MACLEOD DEPOT

of terminals and depots, which ex-tend from Winnipeg, Manitoba, to Trail, B. C., the Central Greyhound Bus Lines opened their new depot and garage at Macleod on Monday, Au-gust 1st.

Resplendent in white Californis stucco with black trim lines, the streamlined depot building and the garage are not only edifices of splen. did craftsmanship, but buildings that enhance the reputation of the town of Macleod.

The interior of the depot itself pro sents a very pleasing picture, with its ceiling of buff board, and walls of Donnacanda board and moulding, done in two shades of buff, while the floors in the public space are neatly finished in Johns Manville asphalt

counter, constructed of Australian gum wood, and the beautiful grain of the wood shows up well under its rich lacquer tint. The top of the counter is inlaid with red flexboard, and a chrome finish. Six booths are also provided, situated on the north side

velling public is installed on the south side of the building, with a fireplace and gas radiant in the south

tlemen are available, and are finished in flexhourd with tile effect

rect type, and refrigerators are in stalled for the care of food.

The large garage, measuring forty by eighty feet, can accommodate at one time five large busses or sever one time five large busses or seven of the smaller ones. Roy Folsom, of the Greyhound Bus

Roy Folsom or the Greynound Sus-staff at Calgary, supervised construc-tion, and J. Kirk, formerly of Leth-bridge, is the local superintendent, Hugh C. Craig and Albert G. Swinarton have been appointed Ma

Now that they're getting rid of the bread knife, what about a substitute

Lots of men, after laving up some thing for a rainy day, get discou Joe says that in his opinion love

making should be either taxed or ecouraged. Page Mr. Aberhart!

Tickets are on sale for the Blair more miners' annual dance, to be held in the Sartoris hall on October 14th.

Coleman hockey club's carnival will be staged at the arena Saturday and Monday evenings, August 6th and 8th.

J. H. McLean, for some ye cipal of the Bellevue school, has been appointed superintendent of the Hol-

remark the other day that he had fallen down on his territory. Now, pray tell us, what part of a human's anatomy is that?

A party of eleven Alpinists, including Rev. E. B. and Eddie Arrol, Don-ald MacPherson, F. M. Thompson and Miss Pinkney, scaled Turtle Mountain

Three members of the Royal Can-adian Mounted Folice force were re-cently transferred from Edmonton to points in the Lethbridge division.



May Serve You

CENTRAL UNITED CHURCH Rev. E. R. Arrol. B.A. Minister

11 a.m.-Senior and junior Sunday

7.30 p.m.—Public Worship. Wednesdays at 8 p.m.—Prayer Ser

ST. LUKE'S CHURCH NOTES Rev. J. R. Hague, Rector

10.00 a.m.—Sunday School. 11 a.m., Morning service.

REGULAR BAPTISTS Pastor J. W. MacDonald, Minister

In the Union Hall. Services Sunday next: 11 a.m.—Senior and Junior Sunda?

7.30 n.m.-Evening service

Thursday, 7.30 p.m.—Prayer and Bible study. You are cordially invited to our ser-

SALVATION ARMY - COLEMAN

Sunday services: Directory class at Number State of the state of th

Mades at 7 p.m.: Y. P. Legien.
Tuesday, 7 p.m.: Home League, all
adles are heartily inuited to attend.
Friday, 7 p.m.: Young people's

CHURCH OF THE NAZARENE

Pastor, Rev. C. Helen Mooshian, B. A.: assistant and organist, Gunnell Berglund. Sunday services— Sunday school at 11 a.m.

Morning worship at 12 noon. Evangelistic service at 7.30 p.m. Tuesdays, 7.30 p.m., Prayer Meeting. Fridays, 7.30 p.m., Bible Study. Strangers and visitors always wel-

ABOLISH BOND ON CANADIAN CARS

Canadian tourists visiting the United States have been granted an important concession by the customs

uthorities south of the border. Now, through regulations brought nto effect this month, Canadian motorists will be granted exemption from the requirement of posting a bond if they wish to remain in the United States during a period up to

six months. Official word of the new regulations giving exemption to Canadian motorists has been received by office ials of the Alberta Motor Association from the Canadian Automobile As a sociation, with which the A.M.A. is affiliated. Request for the exemption was made by a number of Canadian

Last year, it may be recalled, ar ing brief visits across the border are mitted to return with \$100 worth

Blairmore, Constable E. F. J. Bowen to Macleod, and Constable J. A. Hurst to Medicine Hat.

Medicine Hat.

Medicine Hat.

Medicine Hat.

Medicine Hat.

miners.
Softball — Fishburn won from A local guy-says he's prepared to
Rene's Redmen; Blairmore defeated
gay \$40 for a picture of an Alberta
Bellevue; Fishburn won final.

OUR PAY DAY CASH SPECIALS

The Nu-Way Cafe

NOW UNDER NEW MANAGEMENT

Two Doors East of Orpheum Theatre

BLAIRMORE

Your Patronage of a High-Class Cafe

Urgently Solicited

ADD CHOICE COMMITTED CITES	
Veal Chops	. Lb 15c
Veal Shoulder Roast	
Calf's Liver	
Spring Chickens	
Lamb Leg	
Lamb Chops	Lh 25c
Lamb Shoulder (whole)	Lb 15c
Beef Round Steak	
Shoulder Roast Beef	Lb 10c
Sirloin or T-Bone Roast	
Boned and Rolled	
Smoked Spare Ribs	
Smoked Pork	
Home Cured Bacon	. LD 250
Wieners	2 LD 35C
Pork Sausage	2 Lb 35c
Bologna	2 Lb 25c
Fresh Spare Ribs	2 Lb 25c
Garlic Sausage	5 Lb 60c
Green Apples	5 Lb 25c
Corn, Standard Quality	. Tin 10c
Peas, Standard Quality	Tin 10e
Peas, Standard Quality	. Tin 10c
Fresh Lamb - Chicken - Lard -	Butter
T tool Land	THE ROOM OF THE REAL PROPERTY AND ADDRESS OF THE PERSON NAMED ADDRESS OF THE PERSON NAMED AND ADDRESS OF THE PERSON NAMED AND

CENTRAL MEAT MARKET

Belgian Congo
Economic depression is unknown
to Central Africa pygmies, stated
Rev. Howard Bigelow, on his return
to Calgary after nine years in the
Belgian Congo as a missionary.
The pygmies average only four
feet in height. They gorge for several days on antelope and elephant
meat, then subsist for a period on
roots and herbs.
Members of one tribe among whom
he worked were excellent high
jumpers—one village record was found
inches above the Olympic games
marks, he said.
Natives work on roads, carrying
rock nine hours daily for 50 cents.
Natives work on roads, carrying
rock nine hours daily for 50 cents
month. Disease among the faistives
is a serious problem, he said.

For Liking London
Over in London, says the Windoor
Star, a woman recently visited a
Jewshi family and found there a little
girl newly arrived from Germany.
Well," asid the visitor, "how do you
like London?" Replied the child,
'I's so nice to be able to go for a
walk without being spat on!" Even
the supporters of Nazism can hardly
defend this filthy defilement of children.

"Give it up, old girl."
"Well! How did you guess?"



Matives work on roads, carrying rock nine hours duly for 50 cents at month. Disease among the natives is a serious problem, he said.

Could Have Nice Walk

Little Jewish Girl Gives Her Reason For Liking London
For Liking London
Over in London, says the Windsor
Star, a woman recently visited a Jewish family and found there a little jet in ewiy arrived from Germany. Well," said the visitor, "how do you like London," Replied the child, "It's so nice to be able to go for a walk without being spat on!" Even the supporters of Nazism can hearly defend this fifthy defiement of child dren.

Joyce: "What do you think father aid when I told him I was going to accept you?"

Bertie: "Give it up, old girl."
Joyce: "Well: How did you guess?"

Guatemala set a new high monthly record for banana exports in May when 1,213,208 stems were shipped from that country. 2266



Fund Created For Building Industry

In Great Britain

The agreement for payment for

"wet time" has been approved at a

special meeting in London recently

of the National Joint Council for the

Building Industry of Great Britain

the agreement provides for the crea
tion of a £2,000,000 fund into which

craftman will pay stepence year

the employers will double seach contribution. When, owing to unfavor
sale weather, the operatives are unable to work; they will receive 50 per

cent. of their wages. The arrangement is to come into active opera
tion a year after the payments into

the fund begin.

An Unusual Accident

The started back in 1919 when Hyatt

decided that Ario Munaxy, monument

it started back in 1919 when Hyatt

decided that Ario Munaxy, monument

the started back in 1919 when Hyatt

decided that Ario Munaxy, monument

"Williard Hyatt—1584-1984". Hyatt

man dhe "knew" the Grim Reaper

end the "knew" the Grim Reaper

end the line.—He had reason

enough to believe that—his father

monther and his four brothers and

seven sisters all died during their

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Baseball Strikes Boy's Hand And Severs Index Finger
Young Thomas Brady lost a finger while watching a baseball game at a he was leaving the house chums he hid been eitting on top of an iron fence when he decided to tump down. A fly ball was coming towards him as he put his hand down on top of the fence to let himself down. The ball landed equirely on the hand, completely severing the index finger.



Miscalculated the Date

Michigan Man Had Tembetone
Marked But Did Not Die
Willard Hyatt, 84, Burlington,
Mich, bargained with death in good
faith, but miscalculated.
It started back in 1919 when Hyatt
decided that Ario Munaw, monument
manufacture at nearby Marshall,
should make him a tombetone, Inscription on the stone should read:
"Willard Hyatt—1884-1984." Hyatt
was to reach his 90th birthagy then
and he "knew" the Grim Reaper
would call for him.—He had reason
enough to believe that—his father
and mother and his four brothers and
seven sisters all died during their

self down. The ball landed squarely on the hand, completely severing the index finger.

The most brightly colored of all large birds is the flamingo.



"If you won't marry me, I'll throw myself in front of the six o'clock train!"
"Give me a couple of hours to think it over—there's another train at eight!"
—Schweizer-Illustrierte, Zofingen.



CHAPTER I.—Continued

For Your Preserving

Use It This Year

SUGAR

The street of the control of the con

similed a mass of rigat documents into a container envelope.
"Well?" he asked quietly—almost muhappily:
Hammond eyed him. Barstow was usually good for a joke.
"Stomach out of order?"
"No." He shrugged his shoulders.
"Sore at me?"
"Why?"

"Why?"
"For letting this thing out?" The
torney smiled.
"That's between you and McKen

"Oh, Joe's taking it all right. A

"Oh, Joe's taking it all right. As little causite, but—"
"Joe's natural state."
"Yoe." Hammond laughed. There was an awkward sitence. The attorney wiped his glasses, then sattorney wiped his glasses, then sattorney wiped his glasses, then sattorney in the edge of a sheet of legal paper.
"Not quite myself this morning," he apologized. Then, abruptly, "Tim not much good at telling people things that hurt."

rotten."

At's always tough."

8, to cut the foundations out
under somebody—destroy illu-paint things exactly as they

Especially with a woman."

young woman, want' she?

good - looking — poorly

Rather good - looking — poorly dressed 1"

"Oh, you saw her?"

"We passed on the stairs. She looked pretty wen cut up. Cilient of yours?"

"Well—" the attorney hesitated. "Not exactly—nort of a volunteer ("Not exactly—nort of a volunteer ("Not exactly—nort of a rolunteer ("Not

Barber: "Havent I shaved you be-fore, sir?" Customer: "No, I got that scar in Customer: "No, I got that scar in France."





Customer: "No, I got that scar in France."

His Mother: "Willie gets more like you every day."

His Father: "What's he done wrong now?"

A noteworthy Fact

"Cemocracy" asya Thomas Mann, "is nothing but the political name for the ideals which Christianity brought in the world as religion." It is a noteworthy fact that most of the world as religion." It is a noteworthy fact that most of the world as religion." It is a noteworthy fact that most of the world as religion." It is a noteworthy fact that most fact that most of the world as religion."

The pelican can dive from the air 3,480,000 bags and anatch a swiftly moving fish that star beneath the surface of the 2006 market and snatc

Creative Music For Children

New Rices For Schools In Explained
By Transfer
Creative music, played on homemade glass instruments — a xylophone is eventually planned — drew
interpretary — a xylophone is eventually planned — drew
catchetic sights of pleasure from a
group of girl students.
"It's a new wrinkle in school
nusic," explained Mrs. Carl S. Stillyan, the teacher, as she surveyed the
central coltained by her class of girls
at the Young Women's Christian Association in Elmira, N.Y.
The girls stepped up to a table
lined with glass tumblers filled with
varying amounts of water. They
tapped the sides with the spoons and
the result was a clearly defined rendition of "Three Blind Mice."
"Even unmusical children take
pleasure in learning the scale when
tumblers represent notes," she cried.
The music makers, ahe said, were
constructing a xylophone from bars
of plate glass, which was "a very
difficult task" since the ring of glass
varies unaccountably—regardless of
length.

The Tin Can Era
Housewives are busier these days
—at least in the use of can openers.
The board of public works in Los
Angeles reports that tin can collections now total 150 truckloads a day, as against only half that amount in

Did you read about the hitch-hiker who left an unfinished sandwich on a truck and then followed it clear across the continent? Friend, when a man dogs a bite, that's news.

Brazil has decreed that stocks of coffee at ports must never exceed 3,480,000 bags.



First President to go beyond the legal boundaries of the United States while holding office was Grover Cleveland. He went out past the three-mile limit while fishing in the Atlantic ocean.

HORSES WORK BETTER



ENTERPRISE



BLAIRMORE, ALBERTA

BLAIRMORE, ALBERTA
Subscription, to all parts of the
Jominion, \$2.00 per annum; United
States and Great Britain, \$2.50; Forligns, \$3.00, payable in advance.
Business locals, 16e per line.
Business locals, 16e per line for first
legal natice, 16e per line for first
legal natice, 16e per line for each subceuvent insertion.
Display advertising rates on appliation.
W. J. RAFILETT, PUBLISHER perienced before.

eation. W. J. BARTLETT, PUBLISHER

Blairmore, Alta., Fri., Aug. 5, 1938

SOCIAL CREDIT AT "DEAD END"

Edmonton, Aug. 4.-The simple statement will have to be made shortly, by the government, and the fore cast can be given now

Social Credit as outlined and as promised to the people of Alberta in the campaign of 1935 is finished.

There will be no economic order in Alberta, designed by any provincial

There can be no provincial control of money or credit.
"Basic dividends" will not be paid.

The big problem facing the provincial administration at the present moment is not a continued campaign of legislation which will be disallowed or beaten by the courts, but the question of how to tell the reople of the province that "it can't be done."

chewan election.

papers. The legislation failed in both Canadian and Imperial courts, but the sponsors-Powell and Douglas-were not worried about that.

They expected unfavorable court decisions, and their campaign was not based completely on the hope of ccessful legislation.

Their plan was to create a favor

able public opinion across the country by these legislative acts, and they received their answer, deadly and definite, from the Saskatchewan ballot

and while the last session of the Leg-islature was still in progress, L. D. Byrne, Social Credit technician, told a caucus of members in Edmonton, blantly and frankly, that no Social Credit plan could succeed in Alberta He said the movement and the whole philosophy would need sup-

It was with that benediction, and in the hope that the Alberta quarrel with courts and federal parliament had bolstered the Alberta case, that the Alberta government "invaded" that support and help.

Manitoba was to be next, and there ere_even_wild hopes that Quebec might become interested.

engägement

There followed the Edmonton caueus. It was not called for any spe-House, to call a midsummer meeting of members. It was delayed until after the Saskatchewan battle, while ministers and many private members adopted, with the main plank the sc campaigned in the adjoining provialization of essential industries an

Members came to Edmonton but accomplished nothing, left for their public health, defense of democracy constituencies again with the firm co-operatives, taxation and debts. belief that the big show was over -Calgary Albertan,

Since the above appeared in The Albertan, Mr. Aberhart is reported to have branded the statements as "false and without foundation."

Ask some of those who have re Social Credit govern

NEWS FROM EDMONTON (by T. R. Windross)

Edmonton, Aug. 1 .- Alberta's polit experienced observers were standing ready for momentous develorments in the firm belief that the calm, as usual, was preceding a storm which night reach a force preater than an

There were distant rumblings, and the week ended and this one began the rumblings seemed to be growing steadily louder. Chaervers realized that the storm signals might be a false alarm, but they were ready for developments anyway. Meantime they were watching closely the ac Meantime and the inactions-of Premier William Aberhart

ome M.L.A's. visiting the capita were reported to be confident that the new scrip scheme, through the use of "tax remission slips," would be ready for inauguration within the next month. But other members of the House-and most of them were those who in the past have been among the quickest to sense cabinet strife and incompetencies—were re-ported to be growing increasingly ngry and steadily more fearful for heir political future, because of the lack of results which had been promised from the Social Credit board and from L. D. Byrne, the high-priced "technician" sent here from London

by Major C. H. Douglas.

Although believed in all official quarters to be without political signe province that "it can't be done."
The ballots answered. The last hase of the picture was the Saskathewan election.
Leading up to that election, and described the same of the provincial government. can be a careful and the comparison of the provincial government power plant behind the legislation the campaign of violent legislation, the Ab heard about it, Minister of company or violent legislation unsuance of Port Alberni, B.C., where against the existing order—against he had heard about it, Minister of banks, mortgage companies and news the generating units in the plant, and who attacked them with a sledge, must have been "a lunatic or a fanatic," but even Mr. Fallow did not ernment.

In similar attacks on public works department property on other nights, some large windows in the main legsome targe windows in the main regretable to the control of the co ing machinery, after breaking into a government garage. So the government has installed a searchlight on lronstone Lookout station. the roof of the main building and its beam sweeps the grounds right down to the river bank.

In what is described as its most all over Canada.

Some significant and important actions were taken and some clear-cu constructive-even though revolution ary in a degree-resolutions wer neighboring province, looking for adopted. Perhaps the most practical any delegate at the convention was that made by J. S. Woodsworth, na-tional leader, when he declared it would require more than "wishful But the march ended in the first thinking" to establish Socialism in Canada. That is true of all reforms commentators were saving, and one prominent citizen, not a C.C.F. sup-porter, said, 'What we need is leaders promised, at the last session of the with their heads above party politics and their feet firmly planted on solid fact and practical progress."

A new platform for the party was

cialization of essential industries and services. The provincial platform deals with education, the civil service operatives, taxation and debts.

Unlike the present Alberta govern ment and the declarations m Premier Aberhart before he Premier Aberhart before he gained power at the polls, the C.C.F. recognized clearly and honestly the fact that the powers of the provinces are limited, but that there is a large enough field where action may be cently been notified of the assess-ment of their cars and trucks for forward the establishment of a co extra taxes what they think of our operative commonwealth in the Do

Engineering Marvels at Vancouver



The Empress of Japan, Queen of 1 of the vessel is 195 feet above her her Canada, Hawali, Orient run the Pacific passing under the load line, the bridge being 295 feet in the largest ship entering construction across the First Nar. The Canadian Pacific liner Emdon construction across the First Nar. The Canadian Pacific liner Emdon construction across the First Nar. The Canadian Pacific liner Emdon construction after the Canadian Pacific liner Emdon construction after the Canadian Pacific liner Emdon construction and the Canadian Pacific line

CTHESNAPSHOT GUILD

SUMMER CLOUDS AND SKIES

The main business streets of the town of Innisfail have recently beer oiled by the Lion Oil Co. street oil ing machine

and Mrs. Bill Meier and sons, Dennis and Gary, are holiday ing at Boswell, B.C., with Mr. and Mrs. Carl Meier

An excellent job has been made of carifying and gravelling Eighth Av-nue. We understand that similar attention is to be paid other streets and avenues in this section.

Take a close-up look at a lion's tail. At the tip is a small, horney stur. At one time it was believed into action with this appendage.

A whole carload of cats recently were not of the belling variety, no were not of the betting variety, nor did they come from Stavely or High at Calentry of Field [and, 1] A chia weighting 410 pounds was liver. They were, in fact, caterpil. She is survived by her husband and landed with rod and reel at Bonn lar Diesel tractors,

Rev. A. E. Larke and Dick Wyld Blairmore, they proceeded south along York Creek and climbed to the outh from this point, they travelled the Lynx Creek trail. On the second day they took the Carbondale Creek up the North Kootenay Pass, into B.C., near Flathead Valley. In what is described as, its most up the North Kootenay Pass, over successful gathering since the party was organized, the C.C.F. held its national convention here during the week, delegates being present from the home to Macleod.—Macleod Gazette

Western Made for Western Trade



Agents The Blairmore Enterprise

Shop Where You Are Invited to Shop Every advertisement in the paper is a printed invitation to you. Obey that impulse.

The federal government has decidd to peg wheat at 80 cents a bushel.

mm, Mark Sartoris' new bottling, gered, and the minister said: "Would you like a cigar, Sandy?"

The press of Alberta should bill I'm that dry I couldn't smoke it.' Mr. Aberhart for advertising space Other people have to pay for a boost.

Miss Jessie McMurdo, of Pincher lief nurse at the Michel hospital.

Mr. and Mrs. Robert Mills plan or up residence in the Creston district.

Pincher Creek's annual sports day August Chief Muk-si-sapi (Scotty Freebairn)

Mrs. Gladys Stott, 52, pa She is survived by her husband and landed with rod and reel at Bonne two sons.. Vernon, a son, is South Bay, Newfoundland, recently. Two Alberta traveller for Barber-Ellis Pacothers, weighing 660 pounds and 990 per Co., Calgary.

brace of pheasants to the manse As will be noticed in another col- On the doorstep the gamekeeper lin-

"To tell you the truth, minister,

The cats of Alberta are so darned anxious to see what's doing in our fair Social Credit province that they are being born with three eyes.

Miss Frances White, daughter of Mr. and Mrs. George Esmonde White, of Medicine Hat, is guest of Miss Shirley Bannan for a week or more

Most every hour of the day tourists —Wednesday next, August 10th, and the state of the day tourns of t way to check them

pounds, were taken previously

PUBLIC SALE OF LANDS

yations contained in ...
tificates of title.
Terups, cash.
Redemption may be effected by
payment of all arrears of taxes and
costs, at any time prior to the said
costs, at any time prior to the said
day of June, 158.
WM. R. DRAKE,
Secretary-Treasurer.

NOW for a VACATION

Pacific Coast

BARGAIN FARES ON THESE DATES

AUG. 12 - 13 - 14

See LAKE LOUISE and BANFF Stopovers Allowed on Return Journey Within Limit

Return Limit 30 Days

BOOK HOLIDAY NOW

For Fares, Train Service and Full Information ask

Canadian Pacific



Robert Hays and family returned last week end from a motor vacation trip that carried them as far as Vancouver. At the latter place they met Mr. and Mrs. B. Seyen, former residents of Blairmore, who now opof the city.

W. Koentges, who for the past two or three years has operated a set of tourist cabins at Maple Leaf, has acsite, and is busy making improvements to same. We understand that, in addition to the eight or ten cabins on the grounds at present, several new ones are to be erected, and that all will be brought up to a high

responding shade of gray instead of white. Thus, the clouds and sky are more dramatically recorded and much is added to the appeal of your picture. picture charms is its wonderfully rich blue skies against which cloud masses stand out in magnificent fullrich blue skies against which cloud masses stand out in magnificent fullness and contrast. Given two pictures of identical subjects in which the sky appears, it's a safe wager but your attention will be held by the one effectively showing the clouds against a gray sky and not to one with the unnatural and unterested in the standard of the sky appears of the sky appears, it's a safe wager belouds against a gray sky and not to be clouds against a gray sky and not to be clouds against a gray sky and not to be clouds and skies as your eye sees them:

Here is the way to picture clouds and skies as your eye sees them:
lad your camera with chrome typeor panchromatic film, and slip a yellow color-filter on your less, The
diagram below shows how a yellow filter works—ill preserves the sky tone, recording blue in the corliter works—ill preserves the sky tone, recording blue in the cor-

John van Guilder.



Our New Fall and Winter Catalogue for 1938-39 Is Now Being Mailed

If you do not receive your copy within the next few days, write for it immediately.

T. EATON CO.

The dance staged in the hall of Boys' orchestra was a huge success On that night all roads led to Cow

The Ladies' Aid of the United church held their regular monthly meeting at the home of Mrs. C. Latta on Thursday afternoon, with an attendance of sixteen ladies. At this meeting, arrangements were made to have a fresh coat of paint put on the church. Gordon Swart and Lloyd Morrison have been engaged to do

While chasing a calf out of a field, little Shirley-Coates became entan gled in a wire fence, receiving sev eral had cuts and making it necessary to rush her to a doctor at Pincher Creek, where she received treat ment. The wounds are now healing nicely.

Miss Edith Murphy, Mr. and Mrs

Matt Halton, Miss Nora Mansfield, Seth Halton and John Frey, of Pin-cher Creek, took a holiday motor trip over the Logan Pass highway the latter part of the week.

Miss Marion Morrison is on a three-weeks' camping trip with Regals in the Gap,

A case of infantile paralysis at the of infantile paralysis at the Lundbreck, is creating considerable anxiety in thie district, several persons have been exposed to the dis

Encephalomyelitis, the disease that has caused the death of thousands of horses in Saskatchewan, and has spread into Alberta, is now in this district, with a few farmers reporting animals afflicted.

Dr. Johnson, of Calgary, was re newing acquaintances here on Satur-

Cutting of fall wheat is, now i

full swing here.

Mr. and Mrs. M. A. Murphy w. visitors to Waterton Park on W.

Mrs. Colvin and daughter Joan, or Kimberley, are paying an extended visit with Mrs. C. Latta, Mrs. Colvin's

Miss Clare Bundy has gone to Vic-

arrived from Drumheller yesterday, and left today to continue their brief holiday outing by motor. Mr. Hamilton, one time member of the Blairmore town council, and who served several terms as member of our Board of School Trustees, is a mber of the council of the City of Drumheller.

CThe SNAPSHOT GUILD

CAMERA AT THE CIRCUS



wheel angle shot of your crowd is just one picture opportunity cores you will find at the circus or street carnival. Take the camera along!

WHEN you go to the circus of t

Winest you go to the circus or life—family wash strung out be carrily by all means go early teen wagons, mending of costumers and take your cancers along. There is notices warely of new, interesting the strength of the control of t

BELLEVUE HAPPENINGS

Mr. and Mrs. Atkinson, of Calvary it several days visiting with Mr. Mrs. H. Meade.

Mr. and Mrs. G. W. Goodwin, ac anied by Mrs. J. Hill, left day for a trip around the Banffrmere highway

Mr. and Mrs. D. Morris had as neir guests for a few days Mrs. and Miss LaFort, of Medicine Hat.

Mr. and Mrs. D. Hutton and boys returned over the week end from a vacation spent at Strathmore and

Mr. and Mrs. W. Warn and Hilda, impanied by Mr. and Mrs. H. Warn and family, left Sunday to holay in Vancouver.

Mr. and Mrs. J. Shevels and Joe

returned Saturday from a vacation of two weeks' at the Pacific coast.

Miss Edith Reed returned to her

ome in Fernie on Sunday.

Mr. and Mrs. D. Morris left Sunay to visit their daughter in La-

Miss Helen McLeod is a Cranbrook

Rev. and Mrs. R. Upton and daugh ers, Mavis and June, accompanied by Wiss Freda Antrobus, of Coleman, left Monday to spend a two weeks tion at Vancouver.

Mr. and Mrs. George Coupland and Margaret, accompanied by Mr. B. Richards, of Hillcrest, were Logan

Pass visitors on Sunday.

Mr. and Mrs. William Prescott and Miss May Dudley, of Hillcrest, returned Friday from a two weeks

Miss Olive Goodwin arrived Tues day from Vancouver to spend a holiday at the home of her parents, Mr. and Mrs. W. Goodwin.

Miss Yvonne Harrison left Wednes day for a holiday of two weeks in Calgary.

Mr. and Mrs. F. Wolstenholme and Freda left Sunday for Vancouver They were accompanied by Miss Susie Boyle

Mrs. N. McDonald, acco Miss Erma and Mr. Farl McDoanld, are Calgary visitors for a few days.

Mr. H. Barlass and Miss Dorothy left Saturday for a two weeks' vaca-tion at the coast.

Mr. and Mrs. J. McDonald, who had

been guests of Mrs. J. D. McDonald for the past two weeks, left Thurs-day for their home in San Rafell California. The Blairmore United church wa

scene of a very quiet but pretty wedding ceremony on Monday even-ing at 5 o'clock, when Miss Ethel, daughter of Mr. T. and the late Mrs. Clayton, of Bellevue, became the bride of Mr. William Worobek, son of Mr. and Mrs. Worobek, of Van-couver. The ceremony was performed by Rev. E. B. Arrol, B.A. The bride, given in marriage by her fa-ther, was lovely in a floor-length gown of white satin, with white accessories, carrying a bouquet of mixed flowers. Her shoulder-length veil was held in place with a coronet of imitation flowers. She was attended by Misses Hilda and Pearl Sirett, with groom was supported by Mr. F. Gordek. The bridesmaids' dresses were of pink moire and green organdie, re spectively, each wearing white acces sories. The little bower girl's dress was of pale green organdie, with green hair ribbon and white shoes and sox. Following the ceremony, a reception was held at the home of the bride's father. The happy couple are taking up residence in Belle vue, where their many friends wish

The Blairmore Fish and Game Pro tective Association will hold their first outing and competition on Sunday next. In all likelihood, the Gap or Race Horse Creek will be the scene of operations. Some splendid prizes have been subscribed, and will be on view in a local store window in a few been subscribed, and will be on days. The club desires sincerely to thank the business people and others who so kindly assisted in providing prizes. A list of the prizes and donors will appear in a later issue of The Enterprise.

owes the people of Alterta in Police has been am neighborhood of \$170,000,000. It ed with the force f used to be the other way about. In another two years that total will have another two years that total will have amounted to \$410,000,000. But still Shera, of Lethbridge, former secrethe poor people of Alberta are call-

empiled, the Aberhart government for from the Royal Canadian Mounted

tary-treasurer of the town of Blair-



ent is not inserted by the Alberta Liquor Control Board or by



derrui omer will mean in enjoyment through-out the whole year for yourself and your fam-ily. Magazines of your own choice and this newspaper, packed with stories, time-

rarticles, helpful departments and color- ul illustrations. Now is your chance.				
GROUP I	GROUP 2			
Maclean's (24 Issues) 1 yr. Chatelaine - 1 yr. National Home Monthly 1 yr. Canadian Magazine - 1 yr. Rod and Gun - 1 yr. Pictorial Review Combined wish Delineator - 1 yr. American Boy - 8 mo. Can. Horticulture and Home Magazine - 1 yr. Parents' Magazine - 6 mo. Silver Screen - 1 yr. Open Road for Boys - 76 mo. American Fruit Grower 1 yr.	News-Week (26 Issues) 6m True Story 1) Parents' Magazine 1) Open Road for Boys 2 yr American Boy 1) Screenland 1 y This Offer Fully Guanteed — All Renew			

anteed—All Renewals Will Be Extended.

TAKE YOUR CHOICE!

OFFER NO. 1 One magazine from group 1 One magazine from group 2

and this newspaper. OFFER NO. 2 "

Three magazines from group 1 and this newspaper USE THIS ORDER BLANK ase clip list of Magazines after checking Purific out coupon carefully. TOWN AND PROVINCE STREET OR R.R.

Put it in an Envelope and Mail it to THE BLAIRMORE ENTERPRISE TODAY



ce! Don't let your subjects amera!

ITS a camera axon that every pleture should tell a story. Will you remember that this summer when our are snaping pictures of friends and their summer activities?

Nothing is easier than to get a member of your crowd to "atand over by that hush while I snap your picture." But that sort of picture-aking doesn't produce the best kind of pictures—because such pictures and a summer fun and summer romance (realing doesn't produce the best kind of pictures—because such pictures. It is not provided to the produce the set kind of pictures—because such pictures and a summer fun and summer fun

Denial number 742: The Social

A number of local parties reading Credit government or Mr. Aberhart a front page editorial in the Albertan's editorial of Thursday.

Ain't it the truth?"

NOTICE

Orders will be taken at the ENTERPRISE OFFICE for Gummed Sealing Tape, plain or printed, in varying width and in 1 or 2 colors. Our price same as Eastern firms including tax, where with Eastern firms the tax is extra.

SAMPLES and PRICES on APPLICATION

Vanishing Wealth

Whatever may be thought of their proposal that the administration of the natural resource of the country revert to the Dominion government, the attenuents of the Federation of Contario Naturalists, in their betief to the Royal Commission on Dominion-provincial relations may well give pause for reflection and serious consideration.

Whether or not one agrees that the remedy for existing conditions lies in their principal recommendation, namely that of vesting the control of the resources in the Dominion government, the country at large owes a debt to the Federation for its timely note of alarm which was sounded when the organization drew to the Commission's attention, in no uncertain terms, the proflingesy with which the resources are being dissipated for immediate gain with little or no thought for anything like commensurate measures to ensure their conservation or replacement.

One has only to read the brief to be strongly impressed with the necessity for a terme measures to ensure conservation of this great heritage if the present generation is not to be deprived of many of the advantages, eccommic and eachbeite, which the ownership of such resources brings and it posterity is not to be entirely stripped.

Startling Losses

That great wastage of a precious inheritance has not only been allowed in the past but is still being practised to the deriment, present and future, to the entire country, is prought home with realistic force. The evidence is writ large on the pages of the brief and the statements cannot well be refuted.

Figures quoted indicate appalling losses to the country as a result of wasteful methods of agriculture and immatriae resulting in desirations.

writ large on the pages of the brief and the statements cannot weather fatted.

Figures quoted indicate appalling losses to the country as a result of wasteful methods of agriculture and lumbering, resulting in depletion of water supply, seasonal floodings with resultant loss of moisture when most needed, followed by soil erosion supplemented by further losses to valuable stands of timber from forest fires.

The forest area burned in Canada during 1936 totalled over three million acres, or 4,500 square miles. When added to this is the large amount of timber which is being cut down annually for the lumbering industry, the pulpwood industry, for fuel and for other purposes with comparatively no provision for replacement, one may well wonder how much longer these valuable resources will continue to be available and what the effect such continued losses are going to have on the future revenue of the Dominion, on the welfare of that basic industry—agriculture and, in general, on the happiness and prosperity of the people.

Impovershing The Soil

Impoverishing The Soil

"It should be remembered," very aptly says the Federation, "that repeated fires throughout large areas of Canada where the soil is thin cause tis destruction and make the possibility of future crops of trees on such areas a remote one for hundreds of years to come; the enormous tracts of almost hare rock to be found in many parts of the Dominion are mute evidence of the washing or blowing away of such soil which took centuries to form and which once bore a forest of permanent revenue-producing possibilities."

form and which once bore a forest of permanent revenue-producing possibilities."

Not only does the extravagant denudation of the forest resources result in a serious loss to agriculture through impovershment of the soil, and the drying up of the water supply, but it also spells disappearance of other vanisher resources and the dealectation of industries upon which they are based With forest coverage and food sources gone and running water depleted, the rapid disappearance of will life such as the fur-bearing animals once a source of great revenue; the wild fowl, a source of attraction for visiting and native sportamen and the fish, also a great attraction for tourists and the basis of another of the country's industries, are but a matter of time, and or some of them, not a very long time.

'In recent years,' again quoting the Pederation's brief, "the plight of case of waterfowl which, depleted by overshooting, have been reduced to very low numbers through drought in their nesting grounds on the pealries. The Essimo curiew, Labracior duck, passenger pigeon and great and as so wotoday extinct, and fear for the continued dischance of severals, miscles of without, for the maskinger and the moose are despensed. It might also be pointed out in the nesting grounds on the pealries.

It might also be pointed out inta the cheartwist, one of the most beautiful, useful and valuable trees is practically extinct, in the United States and Canada and that the disappearance of the Douglas fir in 15 years and the white pine in 50 years is predicted by authorities.

What Others Say

What authorities in other countries think of our profligacy and wasteful methods may be summarized in a statement made in 1923 by Professor Troup, head of the Imperial Forestry Institute at Oxford, England, who is well conversant with protective measures adopted in his own and other European countries, when he said:

'I was frankly amazed, as were many of my colleagues, at the extent to which the forest had been destroyed with little or no attempt at regeneration. Whoever may have been responsible for this state of affairs in the past, the Dominion and provincial governments cannot now plead that they have not had fair warning as to what will happen if this policy continues. I am in full agreement, as to the necessity for research into soil problems and silviculture in relation to logging practice to secure natural regeneration and sustained yield."

tion and sustained yield."

In the light of the statements made to the Royal Commission, the undisputed figures in support of the contentions made and the evidence of authorities, national and international, it would seem that something more ought to be done about it than is now being done.

Saddest Man In Tokyo

Citizens Claim Admiral Okeda Has Disgraced The Emperor Admiral Okeda, who was Prime Minister I Appat two years ago, is the sadded man in Pokys to-Asyrr., dans a group of Japanese, intent in 1938 a group of Japanese, intent mainland of British Columbia is but added to the sadded man in Pokys to-Asyrr., dans a Brother of Hard Rowebottom Wright, died after fall: who and murdered the man they found there. Emperor Hirohito thereupon publicly lamented the Admiral death. The next day the true the man they was unearthed—that Okeda suffered several months ago. miral's death. The next day the true the short of the several months ago to story was unearthed—that Okeda New Westminster, B.C. Her birth had escaped assassination and that corred just two months after her his brother-in-law was the one siain. Dicade has lost caste with Japan's process of the part have committed hari-karl—because he had disgraced the Emperor . . . disgraced him in returning to life, thereby becoming living testimony to the fact that the Emperor had uttered an untruth in lamenting Okeda's death.

Modern Alpine Hut

Modern Alpine Hut
Constructed to keep out both heat
and cold, a hut to shelter mountaineers at night has just been opened
near Chamonix, France. It will accommodate 20 people. Constructed
of duralumin coated inside with asbestos and furnished with asbesto and furnished with asbesto and furnished with asbesto and furnished with asfirst and f

edding, the hut is fire-proof as well stemperature-proof.

Butterflies taste with their legs, which are 1,600 times as sensitive as which are 1,600 times as sensitive as the human torgue.

At Oland, an isle off the coast of weden, may be seen prehistoric tone age remains, huge rocks carved a the form of Viking ships replete of the Roman Catholic Church have in the form of Viking ships replete with benches for the rowers.

Butterflies taste with their legs, which are 1,600 times as sensitive as "Spare a copper for a poor, out-of-tued permission to land in England and was returned to Canada. Work for the rowers are the butterflies taste with their legs, which are 1,600 times as sensitive as "Fare a copper for a poor, out-of-tued permission to land in England and was returned to Canada. Work for the rowers are the butterflies taste with their legs, which are 1,600 times as sensitive as "Fare a copper for a poor, out-of-tued permission to land in England and was returned to Canada. Work for the rowers are the butterflies taste with their legs, which are 1,600 times as sensitive as "Fare a copper for a poor, out-of-tued permission to land in England and was returned to Canada. "Not fare the permission to land in England and was returned to Canada. "Not fare the form of the f

Death Of Old Timer

Lac La Hache where he kept an inn in the heart of the Cariboo gold country. In later years she was known to hundreds of prospectors for her kindness.

Score is Even
Ten years ago Chester E. Heal's
automobile struck O. J. Scott at a
street intersection in Gas City, Indiana. Scott's leg was broken. A
short time ago Scott's automobile
struck Heal and knocked him off his
bleyels. Heal's leg was broken.

TURN RIGHT



clares.

Senator Boydell contends that the list Starch and fat are two of the bushmen could not possibly use enough poison to make any read difference to the fauna of Africa, and hopes that the committee may be able to secure a special reserve for individual to the course as pecial reserve for individual to the course of the them, where they can live as they have done for 16,000 years.

SELECTED RECIPES

SPICED RELISH AND COLD MEAT PLATE

MEAT PLATE
6 cloves
2% cups water
1 spackage Lemon Jell-O
½ teaspoon salt
1½ cups India relish
1 teaspoon drained horseradish
Boil cloves in water three minutes.
Remove cloves. Dissolve Jell-O int.
Remove cloves. Dissolve Jell-O int.
Chill. When slightly thickened, fold
in relish and horse-radish. Turn into
thif-size individual moids. Chill untti draw. Unmoid and cut in cubes.
Serves 12.
Serves 12.
Serves 12.
Serves 12.
Serves 13.
Serves 14.
Serves 15.
Serves 15.
Serves 15.
Serves 15.
Serves 16.
Serves 16.
Serves 16.
Serves 16.
Serves 17.
Serves 18.
Serves 18.
Serves 18.
Serves 19.
Ser

CUCUMBER RELISH

1 package lime Jell-O

1% cups hot water

½ cup vinegart

½ tasapoon saraped

½ tasapoon saraped onlon

2 cups drained, chopped cucumber

Dissolve Jell-O in hot water. Add
vinegar and ½ teaspoon sait. Chili

colon to cucumber. When Jell-O is alightly thickened, fold in cucumber

mixture. Turn into half-wise individmixture. Turn into half-wise individ
Makes 12 half-sized molds.

Shakespeare Up-To-Date

Television Audience Heard Origin Words But Saw Modern Costume

Words But Saw Moders Costumies Shakespeare's Julius Caesar was televised in a version showing the men in lounge suits, uniforms and one blazer and white fiannels. The television audience in London saw felt hats, revolvers, gas masks, skyscrapers and dügouts, but heard the original words as the bard wrote them.

Maintain Sanitary Conditions In Order To Obtain Beet Results Hygiene and anniation are factors as important to the poultry flock as good stock, clean water, proper feed and range, states W. T. Scott, Head and range, attates W. T. Scott, Head and range attates W. T. Scott, Head and range attates with a one-horse plough, All range and year water and the policy of the water of the family resistant with a solution of the same product according to the instructions of the manufacturer. The range also demands its share of the family resistant with the process of Family Book T. Scott, Head and Construction, With headquarters in the first streamined train between the park of the policy of the policy of the policy African Bushmen

Stone Age Men Would Use Folson
Arrows To Obtain Food
Unless they are allowed to use poisoned arrows to shoot game
Africa's Stone Age men, the bushmen of the Kaishari desert, will die out from sheer starvation.
This is the contention of members of the bushmen preservation committee, on which the British government, the South African government, the South African government the Southwest Africa aministration and the University of South African and the University of South African and convention for the preservation committee, on which the British government the Southwest Africa aministration and the University of South African in the contaminate and the University of South African bush as a remain of the interest for an experiment of the interest for an experiment of the interest for all the members of the family. It is shoped thus to "saw and adate and the Contamination of the presentation when a group of the interest for all the members of the family. It is shoped thus to "saw and form a greup of the family and the coronation of the presentation of the presentation of Africa's fauna and flore and the coronation."

Strange Water Bug

The trouble is that there is an international convention for the presentation of the presentation of Africa's fauna and flore an experiment of Africa's fauna and flore and the water animal can make, in 20 joined arrows, then they must be provided with farearms it will be water animal can make, in 20 joined arrows, then they must be provided with farearms it will be water animal can make, in 20 joined arrows, then they must be provided with farearms it will be water animal can make, in 20 joined arrows, then they must be provided with farearms it will be water animal can make, in 20 joined arrows, then they must be provided with farearms in the swims by leashing with ane, shally water animal can make, in 20 joined arrows, then they must be provided with fa

Buddhist Monk

Trebitsch-Lincoln Wants To Return
To He Native Hungary
Hungarian authorities were reported weighing the demand for legal reantly into his native Hungary of Ignatius Timothy Trebitsch-Lincoln, the one-time international agitator and apy and now a Buddhist monk called Chao Kung, "Light of the World."

Trebitsch-Lincoln, 60, wearing the simple habit of a Buddhist missionary, was somewhere in hiding.
An equally strange figure, calling herself-Tao-La, garbed in a Buddhist gown and leather sandas, brought him back to the memory of Hungarian passport officials in June by interecting in his behalf and asking if he might return to his native land.

He was tired from a life of adventure, she said, and wanted to append the rest of his days in plous contemplation at the tumb of his and contemplatich-Lincoln in 1984 made a

contemplation at the tomb of his an-cestors.

Trephitach-Lincoln in 1934 made a spectacular journey across Canada, accompanied by six nums and four monks, all Buddhists. They had in-tended to establish a Buddhist mon-astery in Germany, But after sail-ing from Halifax, the party was re-rused permission to land in England and was returned to Canada.

within 30 years, as children grow up and marry, exact details of every class and one of the said Dr. S. O. Mast, of Johns Hope to the mount chilmonas can make, said Dr. S. O. Mast, of Johns Hope to the mount chilmonas can make, said Dr. S. O. Mast, of Johns Hope to the third University, is theoretically producted by the content of the Collecting Net, a scientific journal, "in one of our experiments, which was started with a single individual, and continued 25 days, if all the individuals had been at the end of the experiment enough to reach a total volume of 612,000,000, 000 cubic metres and the fact 6,000,000,000 cubic metres and the fact as sufficient to supply every individual in the United States with some 70 tons of starch and 20 tons of fat."

Buddhist Most

Moliere was asked why in some country the king may assume the crown when 14 years old, but cannot marry until he is 18.
"Because it is more difficult to rule a wife than a kingdom," was the re-



Dog Visits A Veterinary To Have
Earn Trested
Paddy, Chesspeake Bay dog, owned by Mr. and Mrs. M. D. McLean of
Calgary, knows when to visit the
veterinary. Taken by his owners to
a veterinarian some time ago to have
painful ear cankers dressed, "he now
goes alone every time his ears hurt."
aid Mrs. McLean. "The treatment
is painful but Paddy seems to know
he must endure it patiently if his
ears are to stop hurting him."

Another thing that slows up building is the realization that anything fighting that nice boy, Eric. He's you build now will look queer by 1860.

"Not now!" said John.



APPLEFORD PAPER PRODUCTS LTD. WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON

BRITAIN'S FOREIGN

POLICY TAKING A

FIRMER QUALITY

Maskis And U.S.

Washington.—The German rounds

Washington.—

Wheat Carry-Over

Expected To Be The Smallest The

Ottawa.—Canada will have mallest carryover of wheat he crop year ends that it has smallest carryover of wheat when the crop year ends that it has be below the figure of that year. The official amountement of the carry-over by the Dominion bureau of statistics will not be made until Aug. 12, but a forecast by the bureau estimated by a forecast by a forecast by a forecast by a fo

Proposed German Flight

Plan Round - The - World Trip Vis

accidents in 1937, namely 5.0 per under considerations.

At the same time, London and Alberts stood next with a rate of 7.1. The highest Burgeo officiells are working out the details of a scheme under which one first on the Creche ritials and one insurgent naval officer would investigate charges of deliberate bonkings of Birtian merchant ablps in Spanish waters.

A disquicting note was counded in Berlin as Nazi newspapers opened new attacks on the Czeche The press was critical not only of the new Czech nationalities statute itself, but also of the Czech government for permitting details of the seath of the composition of the new Czech nationalities statute to leak out.

The semi-official Diplomatische Korrespondenz, which, reflects the views of the German foreign officer celluring from England, prime Minister King said, it was a few of the Czech propositis in the statute give no hope of satisfactory agreement.

End of 19.5.

Tweedsmuir To Take Rest

Contava—Lord Tweedsmuir, correspondency, which, reflects the views of the German foreign officer returning from England, prime Minister King said, it was a few of the Czech propositis in the statute give no hope of satisfactory agreement.

in 6 (53): Saskatchewan 47 (47): Alberta, 85 (72): British Columbia, 124

Saskatchewan had the lowest proincludes the rate of 71. The highest
provincial rate was 20.8 in Ontario,
next with a rate of 71. The highest
policy by British Columbia with a
large of the rate of 18.5.

Tweedsmuir To Take Rest

Tweedsmuir To T

Savings Deposits Lower

Asks For Information
Victoria.—Lord Tweedsmuir, govermor-general, now in England, cabled
British Columbia government, expressing "regreb" at damage caused
by the 100,000-acre fire at Campbell
river on the east coast of Vancouver
land, and asking that he be informed of details of the blaze.

Ban Y.M.C.A. Meetings

Berlin.—Marshal Hermann Goering
banned all members of the German
army from attending meetings of the
Young Men's Christian Association
new afficients is reported in some distrivitations to such sessions were
branded as "interference in the
army's spiritule deucation."

Herman Memace
Winnipeg.—Manitoha grain fields
have been remarkably free from
new afficient is reported in some distrivitations to such sessions were
branded as "interference in the
as an army worm because of its retermine from the field and the fiel

Waterfront Blaze

He denied Britain's pact with Italy was an attempt to weaken the Rome-Berlin axis.

PILOTED PLANE



Capt. C. T. Bennett, clever Imperial Airways pilot, who brought the British pick-a-back plane, the "Mercury", over the Atlantic Ocean non-British pick-a-back plane, the "Mer-cury", over the Atlantic Ocean non-stop to Montreal, to complete another chapter in aviation history. Bucking head winds all the way the "Mer-cury" was only two hours behind schedule when she landed on the St Lawrence.

Rapid expansion of the boroce, with strengthening of ties believen Great Britain and France, has impressed Berlin deeply.

Chancellor Hitter—although the report lacks official confirmation—is alto free Britain and Germany already for the Burton of the proposal for a Britain and Germany already for the Burton of the proposal for a Britain nand sceptance by the Burcona government of the proposal for a Britain commission to investigate the bombing of open towns and civilian population. See the proposal for the Burton of the proposal for a Britain and sceptance by the Burcona government of the proposal for a Britain commission to investigate the bombing of open towns and civilian population. See the proposal for a Britain has acceptance the General Prance, insurgent chief.

General Prance, insurgent chief.

General Prance, has desired the form motor vehicle statistics. Frince Edward Island, 7 (7); Nova Scotta, 83 (60); In 80 (53); Saskatchewan 47 (47); Alastica, has accepted the proposal in all many populations. The statistics are proposal for a Britain for wide and pulsarian and already and already and already and already and already and already. The special form wide and already and already and already and already and already and already and already. The special form with the chief and the follows of Commission that take place wholly with the province and therefore are within the sovereign powers granted to commission that take place wholly with the province and therefore are within the sovereign powers granted to complete the province and therefore are within the sovereign powers granted to complete the folia of the Britain North and already. The province and therefore are within the sovereign powers granted to complete the second and already. The province and the folia of the Britain North and the province and therefore are within the sovereign powers granted to complete the province and therefore are within the sovereign powers granted to complete the province and therefore are within the source of the problem

lines in day and night shifts for several days.

He has ranched here for the past eight years on 50,000 acres of land with 2,000 head of cattle, and operates a guest ranch at this Facific Eastern Railway point. The locality is also known as 100-mile house.

CORRIGAN GETS HIS PLANE BACK



The Irish government authorities, acclaiming Douglas Corrigan for his "wrong direction" Atlantic hop from New York to Dublin, have returned the daredevil's plane to him. Corrigan, 31-year-old California airplane mechanic, is shown with the plane in Dublin in this radiophoto.

Investigate Bombings

ish Government Acc British Proposals

Recruiting For British Army Has Shown Marked Increase

Shown Marked Increase

Blown Marked Increase

Common Leslie Incre-Bellain, secretary for war, told the House of

Commons that army recruiting had

acached record heights in the second

quarter of this year, with 11,663 men

volunteering for service.

This represented a record for the

April-May-June period. The army will

be only 20,000 men below its planned

strength by next March if recruiting

continues at this speed. Medical ex
saminations showed 10,235 of the sp
plicants fit for army services, com
pared to the 5,517 accepted for the

second quarter last year.

CZECH PLAN IS CONDEMNED BY **GERMAN PRESS**

Berlin.—The Nazi-inspired press nanimously condemned the Czecho-

"No way to peace";
"Evasive manoeuvres—cceptable."
The principal German

"Eveasive manocurres—whoily unacceptable."
The principal German complaint was that the statute regarded and treated the Sudeten Germans as an innority instead of as a "statat-voik"—a people with rights and status equal to those of the dominant Czecha and Slovaka, who far outnumber the republic Germans, Poles, Hungarians and other racial groups. Hodza's minorities statute, which would grant concessions in school administration, government joba and the use of languages, was announced a few hours after the British government appointed Viscount Runciman su unofficial mediator in the Czecho-slovak-German dispute. Czechoslovak acceptance of the appointment was seen as a triumph for Germany by Germans who regarded Fraha as yielding a degree of sovereignty.

garded Frank as yestems a vegace vo-sovereignty.

The Lokalanzeiger and other Ger-man newspapers complained that the proposed minorities statute was full of loopholes and far less than what Sudeten Germans had been entitled to expect.

Deutsche Aligemeine Zeitung de-

clared:
"Hodza's alleged concessions are a
mockery . . . perhaps Praha, to impress Lord Runciman, is holding up
its sleeve some 'concessions' that are
not concessions."

NEW MINISTERS TO BE NAMED FOR

Estitab Proposals To BE NAMED FOR British Proposals of the British Proposals of the British Commission to investigate bombings of civilian centres and the insurgents accepted the proposal in principle. The original plan contemplated sending the commission to Spain if only one side agreed, but since Insurgent General Franco proposed changes to widen the scope of the Investigations the commission probaby will not enter Spain until study. He was a state of the Investigations the commission probaby will not enter Spain until study. He was a state of the Investigations the commission in the Investigations the commission probaby will not enter Spain until study. He was a state of the Investigation o

young men of the right type would be induced to enter the diplomatic service.

Mr. Mackenzie King said he was quite in agreement with the opposition leader but observed that Canada's foreign service was small and the responsibilities of a minister greaf.

While it would be desirable to promote legation secretaries to higher posts, the prime minister said, "with world conditions what they are today a great responsibility rests upon a government with respect to the men to be appointed to the post of minister abroad."

Mr. Bennett, at that time, referred to a report that Justice W. F. A. Turgeon of the Saquatchewan appeal court, was to be appointed as minister either to France or Belgium, He declared such an appointment would be undesirable in view of Justice-Turgeon's two years' absence from the bench while engaged "in political work." (Mr. Turgeon was chairman of two government commissions inquiring into the textile industry and grain marketing.)

Mr. Mackenzie King replied it was "only natural that he (Justice Turgeon) should be thought of . . because of exceptional judgment and ability" and not as a reward for political services.

Betiin—The Nasi-Inspired press diminimously ordemned the Czech and indiminimously condemned the Czech and individual services. He plan is an avadios of minorities plan in a vadios of the Sudden dermans whom Chancellor Hitler is determined to protect. Headlines showed plainly the temper in which the press received Preper in which the pressure in which the pressure is the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure in the pressure in the pressure in the pressure is the pressure Sir Edward Beatty Says Britain Will
Have To Change Folley
Quebec—Frans-Facific service of
the Canadian-Australasian line will
be continued, but to remove the
threat of foreign competition Britain
will have to change shipulding
polite, Sir Edward Beatty, president
of the Canadian Facific Steamships,
said, on his arrival here in the liner
Empress of Britain.

Sir Edward, back from—England
after discussing the building of new
tonnage, said current shipbuilding
costs "are considerably higher and
we considered it unwise of build at
the present time."

we considered it unwise ot build at the present time."

There was no danger, he said, the Canadian-Australasian line, operat-ing between Vancouver and the Anti-podes and partly Canadian Pacific-owned, would be discontinued, but he admitted British shipping on the Pacific was threatened by foreign competition.

Pacific was threatened by foreign competition.

"The United States has found it mecessary to subsidize fit shipping," the steamship head said. "Japan's ships are heavily subsidized. It appears to me that Britain will have to change its policy from the days when it was the only great shipbuilding and shipping nation and either subsidize its builders or steamship companies or both.

Taking No Action

Not Important
Ottawa.—Remarks attributed some
weeks ago to Alderman William
Croft of Toronto reflecting upon
Adolf Hitler, German chancellor, and
to which exception was taken by
Erich Windels, German consul gen-

A Difficult Task

A Difficult Task

Lord Runciman Sees Arbitration As No Easy Matter
London.—Viscount Hailfax, foreign minister, told the House of Lords that when he explained to Lord that when he explained to Lord that when he explained to Lords that when he for the mediator and:

"I quite understand. You are segment be added to the following the properties of the proper

 R. Gresham, who had been Dr. Keen, pioneer physician and obliged to enter hospital at Coem' surgen, of Nanton, died at Calgary d'Alene while returning with his wife on Saturday, aged 61. of Alone wante returning and Magistrate and Mrs. J. W. Gres-and Magistrate and Mrs. J. W. Gres-Mr. and Mrs. C. J. Tompkins and ham from a holiday trip to the Pacif-Miss Frances have returned from ic coast for emergent observation, retheir vacation. After a couple of days' stay with his in the interest of fish propagation parents, he continued on to Whiskey and preservation. Gap on Monday, where he is employ-ed as federal customs and immigra-an exterior touchup, which enhances tion officer.

THOMPSON'S GREAT ANNIVERSARY SALE

an exterior touchup, which enhance

With the Aberhart governm

Mrs. W. A. Vaughn and Mrs. Ar

week's vacation at Waterton Lakes.

Some remodelling and general ret

novation is taking place at the build-ing occupied by T. J. Costigan, solic

Corrigan wasn't satisfied with il

legally crossing the Atlantic by plane, but had to qualify for a liar's

visited their son, T. J. Costigan, over the week end, and were guests at the Greenhill hotel.

Mrs. Pasqualine Cocciolone passes away at Coleman Friday last, at the

considerably its appearance.

the hind teat will be dry.

WILL CONTINUE
Until Tuesday, August 9

REMEMBER, you have only Fri-day, Saturday, Monday and Tues-day to secure your needs at Great Savings. Call around. Everything is clearly marked and don't forget

10% REFUND

o vou from every dollar you s

DENTISTRY

R. K. Lillie, D.D.S., L.D.S. HOURS:

PHONES:

Both Offices 33r2 — Residence 33r8 rest Sunday offers Sunday of Sunday

ANNOUNCEMENT

Patronize Your Own Product

Ask for CROWS' NEST BOTTLING WORKS'

SOFT DRINKS

Our Plant Will Be in Operation Today.

Crows' Nest Bottling Works

Mark Sartoris, Proprietor

GOING OUT OF GROCERIES

Bring Your Cash-We will surprise you with

MARK SARTORIS

INTRODUCING

OUR PRIZE PACKET

the New Suit Samples

The Finest Collection of Harris, Mahony, and Candian Tweeds; Fine West of England Worsteds and heavy dependable Imperial Serges at NEW LOW PRICES. And Remember—

UPTON- MEASURED SUITS FIT

J. E. UPTON - Merchant Tailor

Our Prices.

- Phone 293 - BLAIRMORE, ALTA.

Free delivery

We Will Produce Any Flavor of Soft Drink.

Local and General Items

It's wrong to judge a m he stands for nowadays. It's what he falls for that really counts.

Rev. T. D. Jones has been appointed to succeed Rev. Canon Pierce as rector of Christ Anglican church at Grande Prairie.

It will surprise many people to know that out of every three tickets sold on the Irish sweepstakes in America, two are counterfeit.—Ex.

Our forefathers were those q old-fashioned people who, if the couldn't earn enough to get along or

Joe Shearlaw left Drumheller Wednesday for Chicago, where he wil attend the annual convention of the Supreme Lodge Knights of Pythias.

The interior of the beer parlor of the Cosmopolitan hotel has this week been very neatly decorated by Mr. Sirett, of the Britannia Paint Works,

erhart's bank babies are set up in Alberta the people will be expected to nurse them but who's going to change them?

Cliff Church was up from Lethridge last week end, and met a few er friends. Cliff is thinking uite seriously of opening up a bar er shop at Macleod.

Milt Ray, district drummer for illness. A. Shaw, of Edmonton, relieving him on this territory.

Mr. and Mrs. Alex, Chalmers and sons, of Coleman, accompanied by the latter's mother, Mrs. J. Lawrence, notored to Drumheller over the week end, Mrs. Lawrence having spent a few weeks in Coleman with her daughter.—Drumheller Review.

Tax sales scheduled to be held in Alberta have been postponed until November, according to officials of the provincial lands and mines deent. Purpose of the postpone ment is to give landowners a better poportunity to pay their taxes.

Wednesday of last week marked the fortieth anniversary of the lay-ing of steel into Cranbrook. On the morning of July 27th, 1898, Engineer Hugh Brock, on engine No. 466, en-tered the city limits with the track-

with a lawyer, who reversed the decision. He contended that any visitaries esentative of Conway's Limited, of Calgary, accompanied by Mrs. Newman and her mother, Mrs. M. Edwards, of Spokane; Mrs. Lorne Hannay, of Vancouver, and Miss Harel any, of Vancouver, and Miss Hazel
Brighton, of Calgary, passed through
Blairmore on Friday last, returning to Calgary from a vacation species.

William Innes, Grande Prairie's
Bellevue in the Crows' Nest Pass, is
a visitor this week. It was

Friday last of Mrs. Elizabeth Milley, Mrs.

Wa are
Wa a native of Fifeshire, SectWa are
Wa are
Wa are
Wa a native of Fifeshire, SectWa are
Wa are

Waterton Lakes khese veak end.

A new alibi plant is to be established in Edmonton, next to the ultra vires factory.

ada rye whiskies and gin came into effect in British Columbia August 1st.

"I fear," the struggling dentist sighed, "that I'm a total loss. I've built a lot of bridges—but folks won't

Dr. and Mrs. R. K. Lillie and lit ed last v tle daughter returned last week end from a holiday trip through B.C. and Washington.

The weekly new ily newspaper. Over 2,890,000 peo-ple read weekly newspapers in Can-

Mr. and Mrs. Reg. Tonge and fam ily, accompanied by Mr. and Mrs Thomas Tonge, were up from Pincher

Dr. and Mrs. T R. Ross and so Robert, of Drumheller, are holidaying in the Creston district. Dr. Ross is being relieved by Dr. Aiello, of Fer-

An address was given recently to a Social Credit picnic, attended by about 300 children and 200 adults, on the subject of "Birth Control and Sterilization." One lady referred to the address as being most appropri-

It is now necessary to remit \$5 to Swift Canadian Co., is confined to Edmonton for a permit to install tolsuggest as a further means of taxa-tion the use of stamps—a stamp to be attached every time the equipment is used.

> highway just east of Pincher. The remains still occupy a position in the centre of the road and traffic has been considerably diverted. Even the crows and magpies have been giving the area a wide berth.

Out of close on three thousand big sale bills turned out two weeks ago by The Enterprise for the F. M Thompson Co., not one copy has been seen flying in the gutters. The printed sheet goes into the home, where it is read, studied and preserv cd. There is absolutely no substi-tute for the "printed" sheet.

Figure out the next one yourself: A lawyer died. He had an accident tered the city limits with the track-laying outfit, and by evening the steel was laid to a few miles west of said: No, you cannot collect on this the town. It was a big day steel was laid to a few miles west on the town. It was a big day for insurance policy which his widow treat accident—it is a visitation of God.

So the widow took the matter up with a lawyer, who reversed the decision. He contended that any visitation of the contended t

Brighton, of Calgary, rassed through Blairmore on Friday last, returning to Calgary from a vacation spent at the coast. Mrs. Hannay and Mrs. the summer of 1911 that Wm. Innes, the common in Calgary for a few weeks. Enroute, the party visited several places of interest, including Bellevue's modern and busy bakery.

The death occurred at Coleman on tree of coming into a little known Friday last of Mrs. Elizabeth Milley, Mrs. is a knapsack a siezable amount of

McGregor Small, both of Fernie.

Mrs. F. Hottle and daughter Elvira,

On July 33rd, twenty-five years Mrs. I. Radocy, having recoverse, a marriage license was issued from a serious operation, is spending to Peter Haggerty and Euphemia a few days at Blairmore.—Rossedal feoroger Small, both of Fernic.

note in the Drumbeller Plaindealer.

Mrs. F. Hottle and daughter Elvira, of Calgary, paid a visit to Mrs. publisher of the Alberta Oddfellow. Hottle's parents, Mr. and Mrs. T. J. In tuture the official organ of the Williams during the week. They were accompanied by Mrs. Harrison Langby W. J. Huntingford, of Waintry, also of Calgary.

CROCKS! CROCKS!! CROCKS!!!

SPECIAL BARGAINS IN CROCKS

1-Gallon		 Cover ,	15
2-Gallon	60	 Cover .	
3-Gallon		Cover	
4-Gallon	1.25		
5-Gallon			
6-Gallon	2.10		
8-Gallon	2.75	Cover	70
	3.25		

Blairmore Hardware Co.

AD (TOWARD)

VERTO (TO DRAW)

Perhaps you, also, have been forced to arrive at a rather uncomfortable conclusion from the things you have been seeing and the sounds you have been have not make you have been seeing and the sounds you have been having recently . . . a conclusion that many advertisers do not know—or knowing, do not remember—just what that much misused and abused word ADVERTISING means.

Our dictionary tells us that Advertising is derived from the Latin Ad (toward) and Verto (to draw). It means to DRAW TOWARD.

Comes the question: Is it possible to attract the greatest number of buyers toward a specific product by imitation, senseless ballyhoo, deceit, or quicksand reasoning? Can it be accomplished by tingling language or by pictures of beautiful feminine limbs?

To draw iteward—To mean plb. But a job which can be done well as demonstrated by these general few who are doing it. And to do it is not complicated. It requires an much benefit the buyers can get from your product. If requires an ability to give people this knowledge in a simple, truthful, insterenting namers . . . and the courage to keep telling until the stars fall.

This screed opens with the word "perhaps." With your permission we shall end it the same way.

Perhaps it might be well for us to remember that the word Advertising does not mean eleverness, trickiness, sexology, wit, art nor self-glorification. It means to draw toward.

t means to DRAW TOWARD

Mr. Local Business Man:

If you want to DRAW customers TOWARD your store you should be a regular advertiser in

The Blairmore Enterprise

We are Westinghouse Dealers

CROWS' NEST PASS MOTORS

BLAIRMORE - -

See Our Range of Used Radios

A Big Bargain

e completed arrangements with The Calgary Herald, by which we are able to offer THE CALGARY DAILY HERALD

THE BLAIRMORE ENTERPRISE

Both for 1 Year \$8.60

FO THE BLAIRMORE ENTERPRISE,
Blairmore, Alberta.

I enclose herewith the sum of EIGHT DOLLARS and SIXTY
CENTS in payment of Subscriptions to The Caigary Daily Herids and The Blairmore Enterprise, both for one year. The papers
are to be addressed as follows: Subscriber's

ADDRESS

MAIL COUPON TODAY TO

THE BLAIRMORE ENTERPRISE Blairmore, Alberta

BUY MILK T.B. TESTED with the added protection of

PASTEURIZATION

At No Extra Cost

TRY "MEDO-SWEET" PASTEURIZED MILK

Pasteurized Milk is On The Market A REAL MARGIN OF SAFETY Health officials are demanding the pasteurizing of milk. We are now able to supply the needs of The Pass through our 100% clean and sanitary equipment, and extend an invitation to all to CALL AND INSPECT OUR PLANT

Medo-Sweet Dairy

Richards & Fisher, Proprietors
Phone 138m BELLEVUE